



CALPEEK

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CAMPAIGN '92: VOTER REGISTRATION, GOP WARFARE & ECONOMY ARE KEY FACTORS FOR NOV.

Editor's note: With just over 3 weeks to go until the Nov. 3rd election, here is our report on HOUSE & LEGISLATIVE races...

● **REGISTRATION** - Reports from sources indicate GOP registration has fallen in all but about 7-10 of the State's 80 Assembly districts. In some cases it's a marginal dip, but down nevertheless. Even many GOP sources admit the Demos have done an excellent job. With registration over, the CA Sec. of State hopes to have new figures by Oct. 19...

● **ADCC REGISTRATION** - Although registration drives were conducted by many individual Demo House and legislative campaigns, it is the Assembly Demo Statewide Registration Cmt. chaired by Phil Isenberg of Sacto that gets the lion's share of credit for the boost in Demo numbers. During the last week of registration, ADSRC registered about 18,000 new Demos in 10 targeted districts. Here are the numbers of new Demo voters signed up through Sept. 28 in these 10 ADs...

1st AD - Hauser(Inc.)	3,410
6th AD - Bronshvag	5,309
7th AD - Brown	19,149
8th AD - Hannigan(Inc.)	2,599
10th AD - Albiani	10,371
17th AD - Machado	15,753
25th AD - Snyder	7,546
62nd AD - Baca	13,607
69th AD - Umberg(Inc.)	15,447
80th AD - Bornstein	14,759

● **HOT ISSUES** - JOBS & the ECONOMY continue to be the hottest issues in house and legislative race, but workers comp as a separate issue still has not surfaced as a key issue with most voters. But it's a very hot issue with the business community.

Education and the budget cuts are hot in the suburbs, while CHOICE continues to brew on low heat, but now on the front burner...

● **GOP INTRA-PARTY WARFARE** - Although CALPEEK has written about this before, the ongoing civil war within the CA Republican Party continues, with the Wilson-led moderates trying hard to prove that their brand of Republicanism will defeat Demos. One question that CALPEEK has heard repeatedly from various GOP sources is whether Wilson plans to give money to ALL GOP legislative candidates, or just to those from his wing of the party? Lots of paranoia...

● **25th A.D.** - In this Central Valley AD, Demos and GOPers are at odds over who will WIN this new district: GOP hardline conservative Barbara Keating-Edh or Demo Modesto school board member Margaret Snyder. Keating-Edh won national attention in 1974 when she ran as the Conservative Party candidate in NY against the late GOP U.S. Sen. Jacob Javits. She lost, but ended up as a new spokesperson for conservative causes. She moved to Modesto around 1979-80. To say she's the darling of the hardliners is an understatement. Despite their differences over CHOICE, Gov. Wilson is backing BK-E and has been in 25th AD for her. Depending on how one views Wilson these days, that's either good or bad, because Demo polling shows Wilson isn't popular. As for Snyder, she is NOT a lib Demo, but is from the Gary Condit-moderate Demo mold. Her KEY issue is education. And yes, she is PRO-Choice. BK-E consultant Bill Saracino says Snyder's vulnerable spot is Speaker Willie Brown. Many have used this tactic, but without much success, but Snyder consultant Phil Giarrizzo isn't taking chances. Demo opposition research will soon be translated into mail HITS. BK-E has already started

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her mail program. CALPEEK continues to rate this battle a TOSS UP...

- 23rd S.D. - Contrary to an earlier report that GOP businessman Leonard McRoskey had pulled the plug on his campaign against Demo Assemblyman Tom Hayden for this new State senate district, sources say McRoskey has NOT ceased campaigning. In fact, even before the L.A. Times ran his premature political obit, sources told CALPEEK that they had seen McRoskey brochures at a local print shop. HOWEVER, it is also true that party officials and the Senate GOP Caucus are NOT interested in helping McRoskey. Bottomline: Hayden campaign consultant Parke Skelton won't take chances. He'll use mail FOR Hayden and will hit McRoskey. The district has a huge Demo registration advantage, and in the period between May 4 to Sept. 4, Demos added 12,150 voters, compared to 2,056 for the GOP...

- 41st A.D. - Demo Assemblyman Terry Friedman is in a very tough battle for survival against former Santa Monica Mayor Christine Reed, a moderate, PRO-Choice, PRO-Wilson Republican, who doesn't have a lot of friends among the hardliners already in the GOP Assembly Caucus. But if ever a district was made for someone, the 41st AD fits Reed. Although her conservative GOP rivals continually bashed Reed during the primary, they have endorsed her. Regardless, sources feel her GOP base is shaky. Reed has 2 other worries: GOP registration dropped a full point to 37.50% (as of 9/28) and Friedman's Demo base may go over 50%, thanks to a combined Hayden-Friedman reg drive. The other worry for Reed is MONEY. YES, Reed's a good fundraiser, but Gov. Wilson needs to pump in BIG BUCKS to level the field against Friedman. CALPEEK gives a slight edge to Friedman, but don't count Reed out...

- 3rd C.D. - The fur has begun to fly in this WWII battle between Demo U.S. Rep. Vic Fazio and hardline conservative H.L. "Bill" Richardson. H.L. is on the radio blasting away at Fazio and getting help from some of his conservative friends such as Pat Buchanan and Ollie North. The attacks are your basic congress-bashing hits, such as the congressional pay hike (Fazio was the key sponsor) and Fazio's office overhead (he was listed by USA Today as the top congressional spender). But Fazio is

fighting back - and without mercy. Fazio's radio spots are solid attack spots, hitting H.L.'s hardline views on GUNS and abortion. Fazio's TV spots are positive. FYI: The best hit so far, however, was not delivered by Fazio, but by the Sacto BEE in a profile story on Richardson. The BEE hit H.L. with everything but the kitchen sink. It really makes Richardson look very extreme. CALPEEK continues to rate the race to be very close, with a slight edge to Fazio...

- 24th C.D. - Who fits this new L.A.-Ventura Co. district best: Lib Demo U.S. Rep. Tony Beilenson or GOP conservative Assemblyman Tom McClintock? After winning a bruising primary, McClintock dismissed his campaign consultant Steve Presson in what some think was a mistake. Nevertheless, McClintock has now hired Russo, Marsh to guide his campaign. McClintock, who is best known for his doom and gloom predictions about Calif.'s fiscal condition, is trying to paint Beilenson as TOO LIBERAL for the 24th C.D. And undoubtedly, McClintock will attack Beilenson's 5 overdrafts at the HOUSE bank. As for Beilenson, he escaped a primary fight and so financially is probably in better shape than McClintock, even though Beilenson is one of those rare types who doesn't take PAC money. Beilenson's campaign team is led by Craig Miller of Miller Zeichik Assoc. of Hollywood. Miller was smart enough to hire some others to help out, such as Rick Taylor, who will assist with mail, and Connie Sanders, a former fundraiser for LG Leo McCarthy. The fundraising goal is \$500,000. In terms of campaign tactics, Beilenson will paint McClintock as being way TOO CONSERVATIVE for the 24th, noting that McClintock has a ZERO rating on environmental votes and is a PRO-Life supporter. McClintock tried to wiggle on choice during the GOP primary, but he got caught. As for registration, Beilenson's team registered 6,480 new Demo voters, compared to 2,224 for the GOP in the May to Sept. period. Demo registration is now at 45.36% (up), while GOP registration is at 41.74% (down). Bottomline: This battle will be close, but an edge to Beilenson for now. MORE NEXT WEEK...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE.

The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included...

CAMPAIGN '92: CITY-COUNTY BALLOT MEASURES.

Editor's note: Here is an update on some city-county ballot measures...

• LOS ANGELES - YES on Measures M and N both deal with PUBLIC SAFETY issues and are being run as a joint effort in terms of campaign management and advertising. Measure M is a \$235 million bond measure to upgrade emergency communications and services (police, fire & paramedics), including an improvement in 911 response time. Measure N is a tax hike to pay for 1,000 more street cops --- above the current base of 7,900. The tax is on the home or building, NOT the entire lot. And the city can't collect the tax if for any reason the police force is cut below the 7,900 level...

...The formal name for the YES side is Citizens Cmt. for Props. M & N, with at least a dozen well-known residents as co-chairs: Frank Wells, Andrea Van de Kamp, Howard Berman, Nelson Rising, Warren Christopher - to name a few. The campaign's media consultant is Winner/Wagner & Mandabach, with PS Enterprises of Santa Monica handling daily management chores. Fairbank, Maullin & Associates are doing polling...

...With a 2/3rds vote required, many CALPEEK sources think these two measures face an uphill fight. But as John Stodder of PS Enterprises notes, both measures are needed if L.A. is to have community-based policing. Without the extra police and new equipment, community-based policing will be difficult to implement. There is no organized NO on M & N, but L.A. Councilmembers Joan Flores, Hal Bernson and Ernani Bernardi signed the NO on M & N ballot arguments...

• SAN FRANCISCO - Measure A is a \$350 million Earthquake Safety Bond measure sponsored by S.F. Co. Sup. Tom Hsieh. If approved by a 2/3rds vote, money would be LOANED (not given) to owners of about 2,000 unreinforced brick buildings in S.F. The 2,000 buildings account for about 22,000 units of affordable housing. The measure has widespread support and consultant John Whitehurst is in charge of the YES on A campaign. There are a number of other bonds on the Nov. 3 ballot, but sources believe that A has the best shot at passage because those who receive loans have to pay the money back. If this message is understood,

it could get the 2/3rds vote required. The main opposition comes from a coalition of landlord/real estate interests, with consultant Jack Davis providing the expertise...

CA BALLOT MEASURES ON THE RADIO - BIG TIME.

As CALPEEK went to press this week, there were at least 4 initiative committees which were running ads on RADIO in the L.A. market -- as well as in other parts of Calif. And by the time this issue of CALPEEK hits in So. Calif., a 5th committee will begin airing radio ads. Unlike candidate radio ads, initiative committees must pay the top rates. In L.A., the biggest radio market in the U.S., ads can run from \$50 to \$1,000 for a :60-sec. spot. Usually you'll hear political ads on all-news, talk, adult contemporary and oldies stations which have a higher number of adult listeners...

...Already on the air are NO on 167 (State taxes); NO on 161 (MD assisted death); and both the NO and YES sides of 165 (Wilson's welfare/budget reform measure). NO on 167 has actually been on the radio with 3 different :60-sec. ads since mid-August and at this point may have gone over \$1 million in air time purchased. In CALPEEK's opinion, the NO side has produced some good, NEGATIVE spots to deal with this complex tax initiative. The YES side hasn't responded...

...NO on 161, with 3 different :60-sec. ads in rotation, is a RECENT arrival. The MD assisted death measure is not only hot, but is a rather complex initiative. The key tag line on the NO-spots is that Prop. 161 doesn't have real safeguards to protect against potential abuse. The YES side is fighting back, but NOT on radio. The negative ads are good and easy to understand...

...NO on 165 hit the radio airwaves about 3 weeks before the YES on 165 side could respond. NO on 165 uses the line about the politicians who want to grab more power. And the ending tag line is great: paid for by Taxpayers Against Deception, NO on 165. While the average listener might not be aware of it, CALPEEK readers know Demos and public employee groups are behind the NO side. The YES side is fighting back, but the ads are not nearly as effective because Prop. 165 is a complex issue and thus NEGATIVE ads seem to work better...

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...YES on 162, the Pension Protection Act of 1992, will be on the radio for 1 week beginning Oct. 9, with a \$150,000 statewide buy. Consultant Wayne Johnson has produced two :60-sec. spots featuring real sr. citizens talking about the fear they have that their pensions won't be protected unless 162 is approved. CALPEEK has heard both ads and they're good. Stay tuned...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few items of interest...

- JONES SOLIDIFYING HOLD - GOP Assembly Leader Bill Jones is attempting to solidify his somewhat shaky grip on his position as GOP Assembly Leader by appointing hardline conservative Gil Ferguson of Newport Beach as Caucus Chair. Ferguson thus replaces Paul Woodruff, who says he's now going to devote more time to getting 41 Republicans elected to the assembly. FYI: Another piece of good news for Jones: conservative Assemblyman Jim Brulte of Rancho Cucamonga has told Jones (as well as his own supporters) that he will NOT run against Jones for GOP Assembly Leader...

- FULL METAL JACKET - Just when you thought GUNS were no longer a hot political issue, up pops Gov. Pete Wilson with his veto of AB 3373 - a bill to legalize the Thompson Contender, a gun used primarily to shoot snakes and rabbits. In his veto message, Wilson said he avored banning readily concealable firearms that are devastating at short range. Pete's wording sounds as if he'd like to ban handguns. The Calif. GUN lobby is going nuts and sources report that the NRA may pull campaign moneys from some GOP assembly candidates because of this flap...

- SLATE CORRECTION - A few weeks ago we said that Orange Co.-based Advanced Voter Communications was producing a slate FOR the Howard Jarvis Taxpayers Assn. We meant to say the "No New Taxes Taxfighter Voter Guide" will be mailed to HJTA members and others...

- READING FILE - "The Gray Lump," by Joe Seldner in the October issue of Los Angeles Magazine. The Gray Lump refers to the L.A. Times. This story isn't making LAT editor Shelby Coffey a happy camper...

- REED vs. PRESS - Campaign accountant Daralyn Reed is suing Bill Press for about \$17,000 in fees she says he owes her from his 1990 campaign for insurance commissioner. The case was to start in Beverly Hills Muni Court (Judge Eldon Fox's courtroom) on Oct. 9. Reed is suing Press as an individual. Press contends he doesn't personally owe the money, but rather it is owed by his 3 committees. Press has already paid about 50% of the debt. It will be an interesting case and could determine once and for all who is responsible for paying off campaign debts - the individual candidate or the committee. Stay tuned...

GARCETTI TO ADDRESS PA OFFICERS ON OCT. 20.

Gil Garcetti, the likely successor to L.A. DA Ira Reiner (since Reiner announced he was ceasing active campaigning for reelection), will address members of the L.A. Public Affairs Officers Assn. Oct. 20. Reception 11:30 a.m., lunch 12 noon, Jonathan Club in L.A. Subject of Garcetti's speech: "What You Should Expect from The Next DA." For info & RSVPs, call Frances Williams at (213)484-5908...

L.A. MAYOR'S RACE: WACHS WILL RUN IN '93.

Veteran L.A. Councilman Joel Wachs has decided to run for mayor next year. Wachs thus becomes the 2nd person to officially enter the race. The other candidate who has announced his intent is Councilman Michael Woo. At his announcement news conference, Wachs took an indirect swipe at Woo when he campared the way Woo yelled for LAPD Chief Daryl Gates to resign (after the Rodney King incident) versus the way Wachs worked behind the scenes with Council Pres. John Ferraro to talk Gates into retiring...

...FYI: there is some relatively new POLLING DATA on the mayor's race, taken Sept. 12-14 (500 likely voters). Poll by S.F.-based Gene Bregman & Assoc. With Mayor Tom Bradley NOT running, here are the results: L.A. Co. Sup. Gloria Molina 18%; Council Pres. John Ferraro 14%; Councilmembers Michael Woo 13%, Zev Yaroslavsky 13%, Joel Wachs 5%, and Nate Holden 4%; Assemblyman Richard Katz 4%; businessman Richard Rioridan 2%; and RTD bd. member Nick Patsaouras 0%. 27% undecided. Stay tuned...